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7/19/54

fashion calendar

circle

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING SATURDAY, JULY 17, 1954</u>			
Thursday July 15- July 16 8:00 A.M.	"KAFFEE KLATCH" FOR VISITING PRESS Capezio (Auxiliary Member, N.Y.D.I.) will invite the visiting press to their Boutique. <u>Showing for N.Y. press, Thursday, July 15, 9:00 A.M.-11:00 A.M.</u> By invitation. Contact: Jackie Dempsey at Capezio, JU.6-2150.	CAPEZIO, INC.	756 SEVENTH AVENUE (AT 49TH-50TH STREET)
Thursday July 15 8:00 A.M.- 10:00 A.M.	"DRESS FOR THE STOCKING" PRESS SHOWING The one-color, coordinated look, featuring revolutionary new hosiery by Phoenix. By invitation. Contact: Helen Sisson, PE. 6-6868.	PHOENIX HOSIERY COMPANY	EMPIRE STATE BLDG. SUITE 5601
Thursday July 15 9:00 A.M. Breakfast	FALL COLLECTION FOR VISITING EDITORS Christian Dior, New York (N.Y.D.I.) will present their Fall collection. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	CHRISTIAN DIOR, NEW YORK	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Thursday July 15 9:30 A.M. Breakfast	PRESS SHOWING OF FALL MILLINERY Laddie Northridge will present his Fall and Winter millinery to the press. By invitation only. Publ: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	LADDIE NORTHRIDGE (16 WEST 57TH STREET)	HOTEL PIERRE ROOF
Thursday July 15 10:30 A.M.	VISITING PRESS SHOWING OF FALL COLLECTION Hattie Carnegie (N.Y.D.I.) presents her Fall collection to visiting press. By invitation. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	HATTIE CARNEGIE	711 FIFTH AVENUE SHOWROOM - 8TH FLOOR
Thursday July 15 11:00 A.M.	FALL MILLINERY PREVIEW FOR LOCAL PRESS Millinery fashions for Fall will be presented by Mr. John P. John to the press. <u>Show for out-of-town press at 5:30 P.M.</u> By invitation only. Contact: Mary Jean Mairs at Mr. John, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday July 15 11:30 A.M.	FALL COLLECTION FOR OUT-OF-TOWN PRESS Tina Leser (N.Y.D.I.) will present her Fall collection to visiting press. By invitation only. (Buses will wait at front of building) Press Director: Eleanor Lambert, MU. 8-2130.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday July 15 12:30 P.M. Luncheon	PRESS LUNCHEON: NEW SPORTS MAGAZINE "Sports Illustrated" (Auxiliary Member of the N.Y.D.I.) will invite visiting and local press to meet Editor-in-Chief Henry R. Luce. Report on the American family's fashion thinking by Fred Smith, editor of "Sports Illustrated's" weekly fashion section. Publisher: H.H.S. Phillips, Jr. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	SPORTS ILLUSTRATED (TIME, INC.)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 15 2:30 P.M.	FALL COLLECTION FOR VISITING EDITORS Monte-Sano & Pruzan (N.Y.D.I.) will present their Fall collection to the visiting press. By invitation only. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	MONTE-SANO & PRUZAN	HOTEL PIERRE BALLROOM
Thursday July 15 3:30 P.M.	FALL COLLECTION AND CHARLES JAMES FASHIONS Samuel Winston (N.Y. Dress Institute) designed by Roxanne--also Charles James fashions--will be shown to the visiting press. By invitation only. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	SAMUEL WINSTON	HOTEL PIERRE BALLROOM
Thursday July 15 3:30 P.M. Cocktails	PREVIEW OF FALL HAT COLLECTION Introduction of "Miss Frances" hats for career women, in addition to Frances Adams' Fall millinery. By invitation only. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	FRANCES ADAMS	711 FIFTH AVENUE SALON
Thursday July 15 4:30 P.M. Cocktails	FALL FASHIONS FOR VISITING PRESS Ceil Chapman (N.Y. Dress Institute) Fall showing to visiting press. By invitation only. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	CEIL CHAPMAN	HOTEL PIERRE BALLROOM
Thursday July 15 5:30 P.M.- 7:30 P.M. Tea	FALL BAG PREVIEW FOR THE PRESS Fall collection of domestic and imported "Bags by Josef" (Gold Seal Import- ers, Inc.) for local and visiting press. By invitation. Publicity: Viola Shefer, PL. 3-3173.	JOSEF (GOLD SEAL IMPORTERS, INC.)	SAVOY PLAZA LE CHATEAU - 11TH FL.
July 15 5:30 P.M.	MR. JOHN'S MILLINERY SHOW FOR VISITING EDITORS AT 5:30 P.M., 53 EAST 57TH STREET, SALON. (See Pg. 1) Contact: MU. 8-4906.		
Friday July 16 8:30 A.M.- 2:00 P.M.	FALL JEWELRY COLLECTION-- OPEN HOUSE FOR EDITORS Coro and Corocraft Fall jewelry collection at open house for visiting and local press. Publ.: Ann R. Silver Associates, 551 Fifth Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Friday July 16 9:00 A.M.	VISITING PRESS SHOWING OF FALL COLLECTION B.H. Wragge (N.Y. Dress Institute) will show their Fall collection to the visiting press. By invitation only. (Buses will wait at front of building.) N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	B.H. WRAGGE	BONWIT TELLER 9TH FLOOR
Friday July 16 9:30 A.M. Breakfast	PRESS PREVIEW OF "PLAN-A-HOME ROW" Preview for home furnishings editors of draperies, bedspreads and fabrics. (Note Change of Date and Time). By invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	7TH FLOOR
Friday July 16 10:30 A.M.	FALL FASHIONS BY HELENA BARBIERI Modern Couture...Helena Barbieri (N.Y. Dress Institute) Fall showing to visiting press. By invitation only. N.Y.D.I. Press Director: Eleanor Lambert, MU. 8-2130.	MODERN COUTURE	525 SEVENTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday July 16 11:30 A.M.	FALL FASHIONS FOR VISITING PRESS Anthony Blotta (N.Y.D.I.) will present Fall fashions. By invitation. (Buses at front of bldg.). Press Dir.: Eleanor Lambert, MU. 8-2130.	ANTHONY BLOTTA	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Friday July 16 12:30 P.M.	LUNCHEON FOR VISITING PRESS International Silk Association (Auxiliary Member of the N.Y.D.I.), will invite the visiting and local press to a luncheon show. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASS'N, USA	HOTEL PIERRE BALLROOM
Friday July 16 12:30 P.M.	LUNCHEON FOR LOCAL PRESS Luncheon preview for local press of Escapade Christmas Gifts. By invitation only. Publicity: Lee Russell, CI. 5-6263.	SHULTON, INC. (630 FIFTH AVENUE)	TAVERN-ON-THE-GREEN C.P.W. AT 67TH STREET
Friday July 16 2:00 P.M.	FALL SHOWING OF JUNIOR FASHIONS Junior Fashions (N.Y.D.I.) by Horwitz & Duberman, International Dress, Junior Sophisticates, Reich Goldfarb, Nat Tuman--Fall junior collections to visiting press. By invitation. Press Dir: Eleanor Lambert, MU. 8-2130.	FIVE MANUFACTURERS	HOTEL PIERRE BALLROOM
Friday July 16 3:00 P.M.	GROUP SHOWING OF FALL FASHIONS Group Showing (N.Y. Dress Institute) showing of moderate-priced clothes and children's fashions by Suzy Perette, Nelly de Grab, Helen Lee of Youngland to visiting press. By invitation only. Press Director: Eleanor Lambert, MU. 8-2130.	THREE MANUFACTURERS	HOTEL PIERRE BALLROOM
July 16 5:00 P.M.	SHULTON (Aux. Member of N.Y.D.I.)--COCKTAIL PREVIEW OF ESCAPADE CHRISTMAS GIFTS FOR VISITING PRESS. Publicity: Lee Russell, CI. 5-6263.		
July 16- August 9	OPENINGS IN DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID. (See Pages 7 and 8 for Details.)		
Saturday July 17 11:00 A.M.	FALL MILLINERY FOR VISITING EDITORS John Frederics will present his Fall millinery to the visiting press. By invitation only. Publicity: Marcia Scott, PL. 3-1191 or WY. 1-6900.	JOHN FREDERICS, INC.	711 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Saturday July 17 12:00 Noon Luncheon	FALL FASHIONS FOR VISITING PRESS Separates by Arle and Fall collection by Branell will be shown at a surprise party for the visiting press. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ARLE; BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Saturday July 17 1:05 P.M.	CONNECTICUT TRIP FOR VISITING PRESS "Straw-Hatting in Fairfield County"--Lind-Gilbert Associates (Auxiliary Member of the N.Y.D.I.) on behalf of its clients, invites the visiting press to spend a day in the country with swimming and dinner at Stonehenge. Evening at the Theatre Guild's Westport Country Playhouse to see Eva Gabor in "Candlelight". Editors' Special leaves Grand Central Station at 1:05 P.M. and returns about midnight. By invitation. Publicity: Lind-Gilbert Assoc., 22 E. 60th St., PL. 3-4786.	FIBER PRODUCERS; MILLS & MANUFACTURERS	STONEHENGE & WESTPORT, CONN.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JULY 19, 1954</u>			
Monday July 19 11:00 A.M.	PRESS PREVIEW OF COLLEGE FASHIONS "Ivy League Fashions" by A & S at a preview followed by luncheon for press. Show open to public. Publicity: Ruth Scott, TR. 5-7200, Ext. 661.	ABRAHAM & STRAUS (BROOKLYN)	3RD FLOOR CENTRAL COLLEGE SHOP
Tuesday July 20 9:30 A.M. Breakfast	PRESS PREVIEW OF FUR FASHIONS Arnold Constable will present their Fall and Winter fur fashions to the press. By invitation only. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	6TH FLOOR MINK ROOM
Tuesday July 20 4:00 P.M. Turkish Coffee	TURKISH FASHIONS AND ACCESSORIES "Turkish Delights"--fashions and accessories from Old and New Turkey--a special fashion show presented in conjunction with the Turkish Government Information Office from the collection "Turkey Afloat". Visiting New York on the ship "S.S. Tarsus", these Turkish designs will be presented for this only N.Y. showing. Speaker & commentator: Dorothy L. Wallis (d.l.w.), Women's Wear Daily", just returned from Turkey. Chairman of Program Committee: Eleanor Pollock. Price: \$3.00 for members; \$3.50 for non- members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Wednesday July 21 9:00 A.M. Coffee	NURSERY PLANNING CENTER & MATERNITY FASHION SHOW Forum speakers: Mary Brandt, Home Furnishings Retail and Wholesale Consult- ant; and Alexandra Potts, Fashion and Merchandise Editor of "Baby Talk Magazine". <u>Maternity fashion show at 4:00 P.M.</u> --"Talk-of-the-Town"--fol- lowed by cocktail reception. For feature, home furnishings, fashion press, and special group of stores. By invitation only. Retail contact: Alexandra Potts, OR. 9-4400. Publicity: Maud G. Moody, 347 Fifth Ave., LE. 2-5562.	BABY TALK MAGAZINE (149 MADISON AVENUE)	HOTEL ST. MORITZ SKY GARDEN
Wednesday July 21 4:00 P.M. Cocktails	PREVIEW: MIDSUMMER FURNITURE SHOW Preview for newspaper editors of Macy's Midsummer Furniture Show. Showing for magazine editors, <u>Mon., July 26 at 9:00 A.M. (Note Change of Time.)</u> By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	9TH FLOOR
Wednesday July 21- July 24	NATIONAL CONVENTION OF SECRETARIES On Thursday, July 22 at 2:00 P.M. there will be a fashion show in the Grand Ballroom, with travel clothes from Jay Thorpe, and travel commentary by Mary Gordon, T.W.A. Travel Advisor. "Beauty Top to Toe" demonstration by the Richard Hudnut Salon. The "Secretary of the Year" will be selected at a luncheon on Friday, July 23, with Ann Sothern, TV star of "Private Secre- tary" as guest. Publ.: Barbara Pradal Price, 270 Park Ave., EL. 5-6893.	NATIONAL SECRETARIES ASSOCIATION	WALDORF-ASTORIA
Wednesday July 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING "Merry, Merry Accessories"--showing of Holiday shoes and accessories. Speaker: Beth Levine, designer Herbert Levine Shoe Co.--"Light on Your Feet. Commentator: Francesca Kilpatrick, fashion director, Doyle Dane Bernbach, Inc., Co-Chairmen: Carolyn Saks and Janina Willner. Price: \$5.00 for member; \$5.50 for guests. Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hamme: EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday August 2 2:30 P.M.	SHOWING OF COLLEGE FASHIONS Suburban store showings: <u>New Rochelle</u> , Aug. 3 at 3:30 P.M.; <u>Hempstead</u> , Aug. 6 at 3:30 P.M.; <u>Hackensack</u> , Aug. 11 at 3:30 P.M.; <u>Manhasset</u> , Aug. 12 at 2:30 P.M. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR
Tuesday August 3 10:30 A.M. Breakfast	PRESS PREVIEW: "URBAN-SUBURBAN" FASHIONS Saks Fifth Avenue will invite the press to preview their "Urban-Suburban" fashions for Fall. By invitation only. Publ: Carolyn Haight, FL. 3-4000.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Wednesday August 4 9:30 A.M. Breakfast	PRESS PREVIEW: BACK-TO-SCHOOL FASHIONS Macy's will preview their back-to-school fashions to the press. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday August 5 9:30 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Press showing of Peck & Peck's college fashions. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700.	PECK & PECK	6TH FLOOR
Beginning Sunday August 8- August 12	FORTY-NINTH ANNUAL JEWELERS CONVENTION Over 10 million dollars worth of jewelry, watches, silverwear, and other lines of merchandise, sold by retail jewelry stores, will be displayed. Fashion show on Mon., August 9 at 8:45 P.M. in the Norse Room under the direction of Martha Percilla, fashion director of the Jewelry Industry Council. Contact: Charles Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
Tuesday August 10 9:30 A.M. Breakfast	PREVIEW OF COLLEGE AND CAREER FASHIONS Best will present college and career fashions to the press. By invitation only. Publicity: Gay Stearns, FL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Tuesday August 10 9:30 A.M. Breakfast	DISPLAY AND SHOWING OF RESORT COTTONS Hope Skillman will present her Resort collection of cottons in an informal showing and display for the press. By invitation only. Publicity: Peggy Eichelsdoerfer at Hope Skillman, CH. 4-8109.	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - 29TH FLOOR
Tuesday August 10 2:30 P.M.	PREVIEW OF COLLEGE FASHIONS Showing of Russeks' college fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Wednesday August 11 9:15 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will preview their College fashions to the press. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 11 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will preview their Fall shoe collection to the press. By invitation only. Publicity: Carolyn Haight, FL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 17 9:30 A.M. Breakfast	ADVANCE PATTERN FASHION SHOW Showing of French, Italian and English couture fashions by Advance Patterns in Celanese fabrics. Also, American Fall fashions by Advance, as shown in September's "Woman's Home Companion." By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 17 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Rosette Pennington will present Fall and Winter bridal and bridesmaids dresses. By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET SALON - 4TH FLOOR
Wednesday August 18 2:30 P.M.	BACK-TO-COLLEGE FASHION SHOW Showing of co-ed fashions, with College Board as models. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR
Tuesday August 24 9:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Best's will present their Fall and Winter bridal fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDE'S SHOP
Wednesday August 25 9:30 A.M. Breakfast	PREVIEW OF FUR AND FALL COATS Macy's will preview their fur fashions and Fall coats. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Friday August 27 2:30 P.M.	BACK-TO-SCHOOL FASHION SHOW "Who's the New Girl?"--showing of back-to-school fashions. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR REGIMENTAL ROOM
Tuesday August 31- Sept. 1	SEMI-ANNUAL LEATHER SHOW Forty-fifth semi-annual showing of American leathers. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Sept. 6	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS

Tuesday Sept. 7	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT, PL. 3-4000
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC., TE. 8-8171
Monday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVENUE	PUBL: VERA BACALL, EL. 5-6800
Tuesday Sept. 14	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals & French Imports)	PUBL: FRANCES ANDERSON, CI. 7-1100

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 9 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collection. Customer Showing at 2:30 P.M. By invitation only. Contact: JU. 6-1000.	JAY THORPE	4TH FLOOR
Thursday Sept. 9- Sept. 19	SIXTH ANNUAL HOME FURNISHINGS SHOW Featuring exhibits of leading decorators, designers and manufacturers, preview of the latest home fashions, including furniture, floor coverings, curtains and draperies, lamps, antiques, china, silver, glass and acces- sories. Director: S. Robert Elton, LE. 2-0550. Publicity: Joan Gahan at Alfred Auerbach Assoc., 130 W. 57th St., JU. 2-4750.	NATIONAL HOME FURNISHINGS SHOW	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Friday Sept. 10 12:30 Noon Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Fall millinery by Tatiana du Plessix will be presented to the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Wednesday Sept. 15 10:30 A.M.	PRESS PREVIEW OF FALL ORIGINALS Preview for the press of Milgrim originals and designer fashions for Fall. By invitation only. (Customer showing at 2:30 P.M.) Publicity: Rita Corey, CI. 7-7200.	MILGRIM	3RD FLOOR
Wednesday Sept. 22 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Preview of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM

OPENINGS IN DUBLIN, ROME, FLORENCE, LONDON, PARIS, MADRID

Friday July 16 Evening	FALL AND WINTER PREVIEW IN IRELAND Sybil Connolly will present her 3rd collection in Ireland. By invitation only. Publicity: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060.	SYBIL CONNOLLY OF DUBLIN	DUBLIN, IRELAND
Saturday July 17 9:00 P.M.	IRISH COUTURE SHOWING FOR PRESS AND TRADE Irene Gilbert, Dublin couturiere, will present her Fall collection to press and buyers. Publicity in N.Y.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872. Irene Gilbert phone in Dublin, 61265.	IRENE GILBERT (22 S. FREDERICK ST.)	SHELBOURNE HOTEL DUBLIN, IRELAND

(Continued on page 8)

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

(continued from page 7)

Monday July 19-	OPENING OF ROMAN COUTURE COLLECTIONS	SINDICATO ITALIANO ALTA MODA	ROME, ITALY
July 20	<u>July 19:</u> Ferdinandi, Eleanora Garnett, Schuberth. <u>July 20:</u> Giovannelli Sciarra, Mingolini-Gugenheim, Fontana, La Tessitrice dell'Isola. Contact: Rosemary Sheehan, 630 Fifth Ave., CI. 7-8060; or Raffaello Scarpitti of the Sindicato, 121 Piazza Montecitorio, Rome, Italy.		
Beginning Wednesday	OPENING OF COUTURE COLLECTIONS IN FLORENCE	ENTE ITALIANO DELLA MODA	FLORENCE, ITALY
July 21-	<u>July 21:</u> Glans, Myricae, Spagnoli, Valditevere, Vito, Bironi, Volpe,		
July 24	Capucci, Guidi. <u>July 22:</u> Antonelli, Marucelli, Carosa. <u>July 23:</u> Simonetta, Fabiani, Veneziani. <u>July 24:</u> Millinery Shows: Emilio, Avolio, Mirsa, Bertoli. Contact: G. B. Giorgini, 1, Piazza S. Trinita, Florence, Italy.		
Beginning Monday	SCHEDULE OF LONDON COUTURE PREVIEWS	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
July 26-	<u>July 26:</u> Hardy Amies, Charles Creed, Mattli, John Cavanagh.		
July 28	<u>July 27:</u> Worth, Norman Hartnell, Michael Sherard, Digby Morton. <u>July 28:</u> Michael, Lachasse, Ronald Paterson, Victor Stiebel. Contact: Rosemary Borland, 233 High Holborn, London W.C. 1, England.		
Beginning Tuesday	OPENING OF PARIS COUTURE COLLECTIONS	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS FRANCE
July 27	<u>July 27:</u> Balmain, Pierre Cardin, Claude Riviere.		
	<u>July 28:</u> Jean Desses, Jacques Griffe, Jacques Heim, Irmone, Alex Maguy, Manguin, Paquin, Raphael, Madeleine de Rauch, Nina Ricci, Worth.		
	<u>July 29:</u> Vera Borea, Bruyere, Christian Dior, Janine et Germaine, Hubert de Givenchy, Madeleine Vramant.		
	<u>July 30:</u> Balenciaga, Valentine Bourgade, Carmine, Jeanne Fardeau, Gres, Germaine Lecomte, Amy Linker, Revillon, Maggy Rouff.		
	<u>July 31:</u> Mad Carpentier, Jacques Fath, Hermes, Lanvin (Castillo), Charles Montaigne.		
	<u>Aug. 2:</u> Ardanse, Carven, Pierre Clarence, Renee Collard, Renee Lise, Bernard Sagardoy.		
	<u>Aug. 3:</u> Helen Hubert.		
	<u>Aug. 4:</u> Calixte, Chauvel, Georgette Renal, Martial et Armand.		
	<u>Aug. 5:</u> Raymonde Coste, Edmond Courtot.		
	Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.		
Monday August 9	PRESS SHOWING IN MADRID	PEDRO RODRIGUEZ OF SPAIN	CALLE ALCAIA, 54 MADRID, SPAIN
	Spanish couturier Pedro Rodriguez will show his Fall and Winter collection to the press. By invitation only. Publicity: Anita Welch, 55 E. 93rd St., PL. 3-7385 or LE. 4-2589.		
Monday August 9 5:00 P.M.	FALL & WINTER PREVIEW IN MADRID	PERTEGAZ	HERMOSILLA, 26 MADRID, SPAIN
	Pertegaz will preview his Fall-Winter collection to the press. By invitation only. Contact: Hermosilla, 26, phone: 25 29 95.		

MOVIES...MUSIC...THEATRE...OPERA

Week Of July 19 FIFTH WEEK: STADIUM CONCERTS, LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Mon., July 19: 24th annual Gershwin Concert--Alexander Smallens, Cond.
Tues., July 20: Ania Dorfman--Grieg's A Minor Piano Concerto.
Wed., July 21: Jeanne Mitchell, violinist--Lalo's Symphonie Espagnole.
Thurs., July 22: Arthur Gold and Robert Fizdale, duo-pianists--Mozart's Concerto for Two Pianos & Poulenc's Duo Piano Concerto.
Sat., July 24: 12th annual "Night in Vienna"--Jarmila Novotna & Charles Kullman.
 Prices: 30¢-\$3.00. Publicity: Miss Alix Williamson, CI. 6-4462.

Thursday July 22 PREMIERE: "SEVEN BRIDES FOR SEVEN BROTHERS" (Movie) MUSIC HALL, 6TH & 50TH
 MGM CinemaScope, color by Ansco, musical adapted from Stephen Vincent Benet's "The Sobbin' Women" starring Jane Powell and Howard Keel, with Jeff Richards, Russ Tamblyn, Tommy Rall. Dir: Stanley Donen. Producer: Jack Cummings. Costumes: Walter Plunkett. MGM Publ: Herbert Crooker or Frances Lane, JU. 2-2000. Music Hall Publicity: Fred Lynch, CI. 6-4600.

Thursday July 22 PREMIERE: "VALLEY OF THE KINGS" (Movie) PLAZA THEATRE, 42 EAST 58TH ST.
 MGM Technicolor production, filmed in Egypt, starring Robert Taylor and Eleanor Parker with Samia Gamal, Carlos Thompson, Kurt Kasznar, Victor Jory. Director: Robert Pirosh. Producer: Karl Tunberg. Costumes: Walter Plunkett. MGM Publicity: Herbert Crooker or Frances Lane, JU. 2-2000.

Wednesday July 28 PREMIERE: "ON THE WATERFRONT" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
 Columbia Pictures will present the Elia Kazan production of love and violence on the waterfront, starring Marlon Brando, Karl Malden, Lee J. Cobb with Eve Marie Saint. Directed by Mr. Kazan. Producer: Sam Spiegel. Music by Leonard Bernstein. Publicity: Hortense Schorr, CI. 5-5000.

Thursday Sept. 23 OPENING: "ALL SUMMER LONG" CORONET THEATRE, 230 WEST 49TH ST.
 The Playwright's Co. will present Robert Anderson's new play starring John Kerr, June Walker, Ed Begley. Director: Alan Schneider. Settings: Jo Mielziner. Publicity: William Fields, PL. 7-6938 or PL. 7-6846.

Tuesday Sept. 21 OPENING: "A MIDSUMMER NIGHT'S DREAM" MET. OPERA HOUSE, B'WAY & 39TH ST.
 S. Hurok presents The Old Vic Company in William Shakespeare's comedy, Sept. 21 through Oct. 11; and Oct. 15 through Oct. 17. Starring Moira Shearer, Robert Helpmann, Stanley Holloway. Director: Michael Benthall. Scenery and costumes: Robin and Christopher Ironside. Music by Mendelssohn. Choreography: Robert Helpmann and Frederick Ashton. Presented by arrangement with Old Vic Trust Ltd., and the Arts Council of Great Britain. Tickets: \$1.10-\$6.00. Publicity: Martin Feinstein, PL. 9-6000.

Monday October 11 OPENING: "ON YOUR TOES" 46TH STREET THEATRE, 226 WEST 46TH ST.
 George Abpott and Richard Rodgers will present the revival of the 1936 Broadway success starring Vera Zorina and Bobby Van with Elaine Stritch, Ben Astar, Kay Coulter and Joshua Shelley. Directed by Mr. Abbott. Dances by George Balanchine. Settings: Oliver Smith. Costumes: Irene Sharaff. Publicity: Reuben Rabinovitch, LA. 4-1839.

Thursday October 28 OPENING: "THE RAINMAKER" THEATRE TO BE ANNOUNCED
 Ethel Linder Reiner will present Geraldine Page in a romantic comedy by N. Richard Nash with Darren McGaven featured. Director: Joseph Anthony. Settings: Ralph Alswang. Publicity: Ben Washer, MU. 4-8088.